

**OREM ARTS COUNCIL MEETING
APRIL 18, 2014 – 11:30 A.M.
OREM PUBLIC LIBRARY MEDIA AUDITORIUM**

MEETING MINUTES

Attending:

Orem Arts Council: Cassandra Barney, Cindy Clark, Cody Clark, Debora Escalante, Cody Hale, Debby Lauret, Peggy Philbrick, and Mark Seastrand (City Council Representative)

Staff: Sheron Buttars, Charlene Crozier and David Stroud

Absent: Kathie Debenham, Dan Fairbanks, Kate Monson, Adam Robertson and Ray Smith

Conducting: Debora Escalante

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1.Syd Jacques – Community Meeting discussion

a. Syd Jacques was introduced. Syd had been invited to act as the facilitator for the Community Meeting discussion. Syd is an engineer and has worked with Jacques and Associates for 20 years. Syd grew up on a farm in Montana. Syd said one of her most recent projects was assisting the City with the Murdock Canal Project. Syd said she has been branching out doing speaking engagements and working on strategic planning and motivational speaking.

b. Syd gave each Council member a blank piece of paper and asked them to answer the following questions regarding the Community Meeting:

1. What is the name of the event?
2. When do you want to hold it?
3. Where will it be held?
4. How long will the event be?
5. What time will it start and end?
6. Who will attend the event?
7. How many people do you want to attend?
8. How will you advertise the event?
9. What will it be like when people come to this event?
(Presentations, displays, activities, open house, information gathering)
10. What is the end product, or products you want to gain from holding this event?

There was discussion regarding members' responses to the questions. For the name of the event Deb Escalante suggested charrette, Debby Lauret said visioning and Mark Seastrand said something including the arts district. Deb Escalante suggested the event be held in the spring or summer of 2014 and Cody Clark suggested a weeknight, Mark Seastrand added that it could be held during the day or on a Saturday. Charlene Crozier said City events that have been held on Saturdays in the summer have not

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been successful. Staff have found that people have too many things going on to come to events on Saturday. Syd asked where the event will be held and Deb Escalante said Adam Robertson offered Room 101 or 201 at SCERA or the City Council Chambers would be another option, Mark Seastrand suggested the Senior Friendship Center. Syd asked how long the event will be and Debby Lauret suggested one to two hours, Deb Escalante suggested it could be as long as 90 minutes with people coming and going. Syd asked who will be attending. Cody Clark said people who attend art events and the public. Debby Lauret said a cross section of Orem residents. Deb Escalante said as many people who make a living in the arts as possible. Peggy Philbrick added business people and photo stores. Mark Seastrand said neighbors or those who live in the area that has been discussed as the arts district should be in attendance. Mark Seastrand said the conversation may focus on developing 720 as the arts district or the conversation may be what they envision in Orem as the arts district. Cindy Clark said there is also a need for what things will look like in 20 years. Syd said she thinks there needs to be some kind of vision prior to the meeting. If there isn't some kind of vision people won't be as motivated to give their efforts. Council members' role in this process is to lead out in this process.

c. Dave Stroud joined the meeting at 12:00 p.m.

d. The discussion continued as to who should be attending the meeting. The list included public, business owners and artists. Deb Escalante said she wants to get those artists who don't have their business in Orem to come to this meeting so there can be a dialogue about what could be done to get them to come to Orem. Cassi Barney said she has a list of artists and she would like to personally invite them to the meeting.

e. Syd divided the Council into groups of two or three and had a brainstorming session. The groups were brainstorming categories of artists that the Council members would want to attend the event. Examples were photographers, dancers, visual artists, etc.

f. Syd skipped ahead to the end of the list of ten items to discuss what the end product to be accomplished by having the meeting. Cassi Barney said she would like to see artists that are happy to be involved and the purpose is to gain energy. Deb Escalante said one hoped the outcome is developing a vision and proceeding from vision to reality, and then to go about funding and gathering resources to start doing physical development. Dave Stroud commented that the vision will need to be defined. Cody Clark also said that the Council will need to determine what the arts district is going to be and what it will provide. Syd said part of this process will be to come up with questions that will be answered by the artists about what the district will be and what it will provide. Deb Escalante said things that will need to be determined will include the governance, what area will be zoned and if it will all function under one umbrella, etc. Cody Clark said additional questions to be answered will be what benefits there will be to the artists and citizens. Peggy Philbrick asked about the area for the arts district. Deb Escalante suggested the meeting might be held in the proposed arts district so attendees could walk around the area. Syd asked for clarification on the area being

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discussed. Deb Escalante said the area listed in the strategic plan is 720 South as well as the area from State Street to 4th East and 4th South to 8th South.

g. Syd asked what else the Council would want to know from the artists. Deb Escalante said she would like to know what would entice the artists to be part of the arts district.

Peggy Phibrick asked if businesses would be asked to relocate or to locate in this area.

Cassi Barney said she would be wary of asking those types of questions or making this event seem like a sales pitch. Cassi Barney suggested a public survey to find out more information. Mark Seastrand said the Council could formulate the vision of where the arts district would be and what it would entail and then questions could be asked if that would interest the artists. The Colonial Heritage group was discussed and what their interests are versus other artists. Syd said for this event the focus needs to be on having the people that the Council wants to invite answer the questions so the end product can be obtained and there is a need to keep the eye on the vision.

h. Dan Fairbanks arrived at the meeting at 12:30 p.m.

i. Cassi Barney said she feels a need to have a graphic designer involved and to get a brand for Orem. Cassi Barney said something like what was discussed at the meeting last month with the graffiti wall or something that will generate interest and create interesting ideas. Cody Hale said he thinks that would get energy flowing as well.

j. Syd reviewed the various artists that were brainstormed by the Council. Syd suggested having an open house type of event to gather as much information as possible. After the first event smaller strategic groups could be created and a follow up meeting could be scheduled. Information could be sorted and the vision could be refined further from that point. Deb Escalante asked for clarification on the order of information gathering and if a survey should be done before or after a charrette. Cassi Barney suggested doing the survey prior, so the Council could review the results prior to the charrette. Syd suggested doing a simple card with a few questions and having people answer the questions as they wait in line at restaurants or using survey monkey. Syd also suggested having a few people from the Council work together outside of Council Meeting. Dave Stroud said he is willing to help move things forward, but there is a need for more information. Dave Stroud said the arts district has been discussed for a long period of time and he doesn't want to see a missed opportunity. Dave Stroud said it is important to find out what the artists want and he will need to know that information as the process moves forward. Deb Escalante asked Dave Stroud how he thought it would be best to gather the needed information. Dave Stroud said he thought the questions/survey on the cards was a good idea. Dave Stroud said he thought utilizing the schools would be a good idea in distributing the surveys. Deb Escalante said she thought Summerfest would be a good place to talk to people and gather information as well. Cassi Barney said the surveys could be combined with what she has talked about doing with advertising Orem Stories at Summerfest.

k. Syd reviewed how things were planned to proceed. First the public survey, then the open house with artists to collect information and then a charrette or public meeting, a

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discussion to determine what the Council wants to see in the arts district and overlay zone and then create zoning requirements that can be taken to the City Council for their approval. The Council agreed with these steps. Syd said she thought it would work best to have three Council members assigned to the survey and three to the charrette. Debby Lauret agreed to help with the survey and Deb Escalante and Cassi Barney volunteered for the charrette. Adam Robertson was also assigned to help with the charrette. Adam Robertson was not in attendance, but he was assigned to the charrette because he had previously offered the SCERA as an option for the charrette. Debby Lauret said she will meet with Charlene Crozier during the next week to discuss the survey. There were several suggestions discussed regarding the survey including schools, utility billing, putting them on seats at events at SCERA and Hale, going to restaurants, etc. It was decided that a push will be done with a survey with just a few questions at Summerfest. A tentative goal for the charrette or open house will be around the first of July. Syd was thanked for volunteering to help with the discussion regarding the Community Meeting.

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2. Discuss Summerfest Entertainment

a. Diane Asay has been organizing entertainment for Summerfest. Diane would like someone on the Arts Council to go to the Summerfest meetings and take over the organizing of the Summerfest entertainment. Deb Escalante asked if anyone would be willing to take on the assignment of organizing the entertainment. This year Diane would mentor the person and then next year the person would take over. Peggy Philbrick said she will talk to Diane. Peggy Philbrick said she will be gone during the month of May and would not be able to attend the Summerfest meeting.

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3. Update on Arts District – Dave Stroud

a. Dave Stroud said he shared all he had during the prior discussion with Syd.

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4. Approve minutes for the March 21, 2014

a. The minutes for the March 21, 2014, meeting were reviewed. Peggy Philbrick moved to approve the minutes. Cassandra Barney seconded the motion. The motion was approved unanimously.

5. Notes of recognition or appreciation from the Arts Council

a. A sympathy card was signed for Hagan Haltern's family. Hagan previously served on the Arts Council and passed away recently.

6. Other

a. The next meeting will be held on May 16, 2014 at 11:30 a.m.

b. The group adjourned at 1:45 p.m.

Approved on May 16, 2014

Sheron Buttars, Administrative Secretary